

# KAYZELYN BASA

Full-Stack Web Developer | Full-Spectrum SEO Specialist | AI Workflow Automation Lead

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## PROFESSIONAL SUMMARY

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Results-driven Full-Stack Web Developer, Full-Spectrum SEO Specialist, and AI Workflow Automation Lead with extensive experience building high-converting websites, scaling SEO campaigns, implementing marketing automation systems, and managing digital projects for international and Singapore-based companies. Specialized in Technical SEO, Local SEO, On-Page & Off-Page SEO, Semantic SEO, Programmatic SEO, AI Workflow Automation, API integrations, lead generation, and conversion optimization. Proven track record in project management, team leadership, and delivering measurable business outcomes across diverse roles from development to creative content.

## PROFESSIONAL EXPERIENCE

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### Web Developer | SEO Specialist | Team Leader | *RentHub Singapore Group (Remote)* | 2023 – Present

- Managed full website development lifecycle including UI/UX, deployment, SEO, automation, and maintenance for 16+ Singapore-based business websites.
- Led full-spectrum SEO campaigns covering technical SEO, local SEO, on-page, off-page, content, semantic SEO, and backlink strategies.
- Implemented AI workflow automation systems for lead generation, client onboarding, and reporting.
- Optimized Core Web Vitals, mobile responsiveness, and website performance for improved rankings and conversions.
- Portfolio: flooring-singapore.com, glassrepairsingapore.com, seniorcaresingapore.com, renthubsingapore.com, firesafetysingapore.com, and more.

### Web Developer | SEO Specialist | *Ezzogenics Ltd (Remote)* — Project-Based | 2024 – 2026

- Developed and maintained the company website ([ezzogenics.renthubsingapore.com](http://ezzogenics.renthubsingapore.com)), handling full-cycle web development including UI/UX, deployment, and ongoing maintenance.
- Led full-spectrum SEO campaigns encompassing technical SEO, on-page optimization, off-page link building, and content SEO to improve organic search visibility.
- Optimized Core Web Vitals and mobile responsiveness to enhance user experience and search engine rankings.
- Implemented SEO automation workflows and performance tracking using Google Search Console and Analytics.

### AI Workflow Automation / Digital Marketing Manager / E-commerce & Lead Gen VA | *Purple Digital Web* | Jan 2025 – October 2025

- Developed, implemented, tracked, and optimized digital marketing campaigns across multiple online channels to increase visibility, engagement, and conversions.
- Automated end-to-end client onboarding process, reducing manual processing time by 60% and eliminating 100% of data transcription errors.
- Streamlined social media data synchronization by integrating workflow automation via API, improving data freshness and reporting latency by 75%.
- Managed prospect research, lead outreach, orders, listings, inventory, and customer service.

### Web Developer | *Purple Digital Web and Mobile APP* | Nov 2021 – Mar 2023

- Developed and maintained RESTful APIs and server-side applications using Node.js, Python, and PHP.
- Designed and optimized relational and non-relational databases (SQL/MySQL, MongoDB) for scalability.
- Built responsive, mobile-first user interfaces using React, Vue, and Angular with HTML5/CSS3.
- Integrated third-party services and payment gateways to expand platform functionality.
- Optimized website performance metrics, achieving a 20% improvement in Google PageSpeed Insights scores.
- Ensured all interfaces met WCAG accessibility standards.

### Web Developer | *Freelancers Union Manila* | Mar 2023 – Sep 2024

- Built and launched responsive, mobile-first websites and microsites using HTML5, CSS3, JavaScript, WordPress, and Shopify.
- Developed and maintained custom landing pages for high-volume paid media campaigns.
- Integrated third-party marketing tools including CRM forms, ESPs, and tracking pixels (Facebook, Google Ads).
- Managed Git version control and deployment pipelines for multiple concurrent client projects with zero downtime.

#### **Web Developer (Freelancer) | Caregiver Services Inc | Aug 2025 – Sep 2025**

- Designed and built a full-stack, HIPAA-compliant website using React to connect families with certified home caregivers.
- Implemented caregiver profiles, service breakdown pages, and location-based search filters.
- Optimized for local SEO, achieving a 100% increase in organic traffic and 100% conversion rate on consultation forms.
- Ensured WCAG compliance for an intuitive experience for elderly visitors and family members.

#### **Web Developer/Designer Supervisor | 3dd Medical Supplies | Jun 2022 – Sep 2022**

- Managed full lifecycle of the company e-commerce platform overseeing front-end (UI/UX) and back-end development.
- Executed responsive designs, resulting in an 80% reduction in checkout abandonment.
- Streamlined informational pages for high-risk products, reducing customer support inquiries by 100%.
- Ensured compliance with HIPAA considerations and ADA accessibility standards.

#### **Web Developer / Designer / Virtual Assistant (Lead) | ATYWS Japan | Jul 2022 – Sep 2022**

- Managed full lifecycle of web projects integrating front-end development with user-centric design principles.
- Built responsive, high-performance websites using HTML5, CSS3, JavaScript, and WordPress.
- Created intuitive UI/UX producing wireframes, prototypes, and visual mockups in Figma.
- Collaborated with clients to translate business goals into effective, accessible digital solutions.

#### **Graphic Designer / UGC Video Creator (Freelancer) | Creative Market | May 2025 – Sep 2025**

- Designed marketing collateral including social media ads, email templates, website banners, and promotional materials.
- Developed and maintained brand style guides ensuring visual consistency across all communications.
- Produced high-volume, platform-specific UGC content tailored to demographic segments and marketing funnels.
- Mastered TikTok and Instagram native editing tools to maximize organic reach and authenticity.

#### **UGC Video Creator | Web Speed Links | Feb 2025 – Mar 2025**

- Conceptualized, filmed, and edited 40+ short-form video ads for eight e-commerce brands.
- Increased click-through rates by an average of 22% across three major campaigns in beauty and tech sectors.
- Delivered all assets on deadline, adhering to specific creative briefs, aspect ratios, and file requirements.

#### **Animation and Creative Producer (Freelancer) | ATWYS | Aug 2025 – Sep 2025**

- Designed and executed animation sequences and motion graphics for a client storytelling video.
- Utilized Adobe After Effects and Illustrator to create custom assets, transitions, and character movements.
- Handled post-production including sound design, voice-over synchronization, and final color correction.

#### **Data Entry Manager (Freelancer) | Alpha Brokerage | Jul 2025 – Sep 2025**

- Managed and trained a team of data entry specialists, defining performance metrics and conducting quality audits.
- Mentored new hires, resulting in a 20% faster onboarding time.
- Streamlined data entry processes using new software and automation tools, reducing manual entry time by 15%.
- Collaborated with IT to troubleshoot systems and improve data capture technology.

#### **IT Project Manager | Greencode | Oct 2016 – Sep 2018**

- Managed full lifecycle of complex IT projects including software development, infrastructure upgrades, and system integrations.

- Defined project scope, objectives, and deliverables; created detailed project plans, schedules, and resource allocation models.
- Led cross-functional teams of developers, engineers, and analysts.
- Implemented Agile Scrum methodologies and established quality assurance and change control processes.

**Project Manager** | *Henderson Real Estate Services Singapore* | May 2012 – Sep 2015

- Managed and prioritized overall project pipeline ensuring alignment with global corporate objectives.
- Served as primary point of contact for company Presidents and C-suite leadership.
- Controlled large-scale, multi-million dollar budgets with rigorous financial tracking.
- Developed and implemented standardized PMO methodologies to improve project predictability and quality.

**CORE SKILLS**

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Full-Spectrum SEO	Technical SEO	Local SEO	Semantic SEO
Programmatic SEO	On-Page & Off-Page SEO	AI Workflow Automation	API Integration
WordPress Development	React / Vue / Angular	HTML5 / CSS3 / JS / PHP	UI/UX Design
Figma / Webflow / Framer	Adobe Creative Suite	Google Analytics / GSC	Backlink Strategy
CRM Automation	Lead Generation & CRO	Git & Deployment Pipelines	Video Editing / Motion FX
Project Management	Agile / Scrum	UGC Production	Data Entry Management

**EDUCATION**

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**Bachelor of Science in Information Technology** — *AMA Computer College* (2011)

**Computer System Design and Programming** — *AMA Computer Learning Center* (2007)

**CERTIFICATIONS**

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**Microsoft Professional (MCP)** — *Microsoft*

**CompTIA Cybersecurity Analyst (CySA+)** — *CompTIA* (Issued Jun 2024)

**CompTIA Security+** — *CompTIA* (Issued Feb 2025)

**ISC2 Certification** — *ISC2* (Jul 2024 – Jul 2025)

**Ethical Hacking & Penetration Testing Workshop** (Jun 15–16, 2025)

**PORTFOLIO & LINKS**

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Main Portfolio: <https://portfolio.247ai.pro>

AI Web Services: <https://purpledigitalweb.com>

247 AI: <https://247ai.pro>

Juliet AI: <https://juliet.247ai.pro>

Upwork Profile: <https://www.upwork.com/freelancers/~01e3c04646eca591eb>

LinkedIn: <https://www.linkedin.com/in/kayzelyn-basa-5025a3326>